

10-MINUTE SOCIAL MEDIA AUDIT

Social Network: _____

Channel Link: _____

Audit, at a minimum, the last 10 status updates you or your brand(s) have made on your primary social media channels. Map each update back to one of the 4 stages of the Social Success Cycle.

Date	Update Description	Update Type

Avg. Update Frequency _____

% Listening _____

% Influencing _____

% Networking _____

% Selling _____